

FINAL OPPORTUNITY To Participate In An Exclusive 3-Day Workshop ...

Can We *Really* Set Up Your Entire Platform Business In Just 3 Days?

From Ray Edwards

July 4, 2018

Independence Day

Dear Friend,

If you're serious about starting, running, and growing a *REAL* online "Platform-based business"...

Meaning **you have something important to say or sell to the world**...

Meaning that **the "something" is actually valuable** and people actually need it...

And meaning that **you are serious, and willing to actually invest in your business** for things like design, technical help, running ads, making products and/or offering services... the stuff REAL businesses do ...

Then this may be the most important letter you'll ever read.

Here's why: I'm about to share **the most shocking, disturbing, and PROFITABLE discovery I've ever made** ...and you'll see immediately how you **can use this discovery to FINALLY start, run, and grow your online business.**

And here's why I say it's the **"most profitable discovery I've ever made"**... it's because this discovery will FINALLY reveal ...

The ONE THING That's Been Holding You Back

Could it really be this simple?

Could it be there is just ONE THING that's holding you back?

...and not a dozen things?

I believe it's not just possible, but that it's true. You see...

I talk to a lot of people who want to start (or re-start) their business online.

I hear lots of questions, reasons - and excuses - about why it will, or more commonly, will not, work.

And I've learned over time **that there really IS only ONE THING that stops people from succeeding (or even getting started).**

Here's What's Holding You Back:

YOU.

Please don't be insulted.

What I mean when I say YOU are the one thing that stops you...

... is really that your MINDSET.

Your “limiting beliefs” are holding you back.

And what is your “mindset”, anyway?

It's a set of ideas, values, and beliefs you have built that reinforce the idea that this “online business thing” has to be difficult (or even impossible).

But I've got good news for you...

It Ain't That Hard

If you are **an "information marketer", or teacher, or consultant, or life coach, or subject matter expert, or thought leader...**

... or take your pick of which term you prefer.

But you know what I'm talking about.

If you want to sell your knowledge, wisdom, and experience through online courses, coaching programs, mastermind groups...

And if you keep TALKING about it, instead of DOING it...

Or if you keep having a lot of false starts...

Or if you have every certification known to mankind but you still haven't gotten your

Platform (or website, or Home Base, or whatever you like to call it)...

I Can Tell You For Sure What Is NOT Holding You Back

The things people commonly try to tell me hold them back...

These things are **not the REAL problem** at all:

- Website
- Shopping cart
- CRM
- Marketing funnels
- Infusionsoft
- Email list
- Blog
- Podcast
- YouTube channel
- InstaGram TV
- blah blah blah

How can I say these are NOT the problem?

Look at it this way...

Imagine You're Building a House

But **you never actually get started.**

Because you think... **first you need to take a class** on how to be your own architect.

Then you realize before you can't start building from the amateurish plans you just drew, because first you need to learn all about structural engineering. **So you take another class.**

Then you decide to learn about plumbing, so you get a course on plumbing. **There's so more stuff to learn before you actually start building...**

- Wiring
- Sawing
- Excavation
- Pouring concrete
- Drywalling
- Roofing
- etc. etc. etc.

Now... isn't that just a wee bit crazy?

But that's exactly what we do with our online "platform style" businesses.

MOST People Try to Build Their Platform Using This Crazy Approach

If this is making you uncomfortable... Good.

Let's put a stop to this madness right now.

What would you tell the person building the house above?

Simple.

You'd tell that person: "**Stop making it so hard on yourself**, and just **hire a builder**.
Your job is not to **build** the house, your job is to **live** in it!"

So when it comes to your platform website - the homebase for your business...

Let Me Build It for You

Even better, let me build it *with* you.

So then you understand how it's constructed.

And "living in it" becomes much easier.

Imagine What Could Happen If Your Platform Was Already Built ...

Imagine how that could change things for you and your business...

If you stay focused and disciplined, you might **double, triple or even quadruple your revenue**.

You could **spend more time with the people you love**... and not always have to be working...

You could have the income to experience life on a whole new level...

All by finally getting your Platform BUILT...

But doing it yourself can be hard. It can take years of trial and error.

Hundreds of thousands if not millions of dollars wasted on mistakes ...

... mistakes you could easily avoid.

And this is how..

Here's What I've Got For You:

You come to my office for 3 days – and I will personally help you finally get your Platform built.

This is NOT 3 days of “how to” – it’s 3 days of “let’s get it DONE.”

OUTCOME: Walk in with your current “mess” of a “platform” ... or even with just some ideas ... and 3 days later walk out with your entire, functioning Platform/Personal Brand business.

WHAT YOU GET:

(1.) Your Core Story™. This is the fascinating, magnetic story which draws people to you and makes them want to pledge allegiance to your flag - whatever flag you offer. This is your “Start With Why” story.

(2.) Website. You need a **specific kind of website** -one that is designed to highlight your expertise and authority, and which is **built for maximum conversion** (meaning it builds your list and makes you sales). We will build your website for you - before you even show up. Once we’re done with all the content creation (which we will work on *with* you at this workshop), we put everything into your website, turn it on, and “voila” - instant Platform. (We will be using the same basic website wireframe that I myself use at rayedwards.com)

(3.) Opt-In. Your Core Free Offer™. This is the “ethical bribe” you give people to entice them into signing up for your mailing list. Grows your list on auto-pilot, and supplies you with a steady stream of new prospects.

(4.) Pillar Core Content™. This is content that defines who you help, how you help them, and why you are the one logical choice. This is your most powerful market-building tool.

(5.) Content Marketing Plan & Calendar. You need a plan going forward to help you build your authority. This is that plan. Customized to your needs and desires. Mapped out to fit your revenue needs and goals.

(6.) Money Map. Finally, let's not forget that you need to get paid for all this goodness you're putting out into the world. I will walk you through the entire process of how to generate income immediately (no waiting). While I can't guarantee you a single dollar... I can tell you I have seen this work for MANY people, and I believe it can work for you.

So that's what I have for you.

This will be 3 intense days with me (personally) and my team. You will come to my Global Headquarters in Spokane, Washington.

And we'll start getting things done both FOR you, and WITH you.

In 3 days you can go from zero to a totally functioning Platform Business.

I'll tell you right now... **this is expensive.**

But it won't be anywhere close to the \$150,000 minimum I normally charge for this kind of project. It won't even be HALF that amount.. or even a THIRD of that amount!

Does This Sound Like Something You Want?

If it is, I can help you. BUT THERE'S MORE TO THE STORY.

Getting amazing results and actually pulling this off is - like most things - ***harder than it looks.***

And totally transforming your business takes time, effort, and energy.

I will be helping you a LOT... but I'm not handing you some kind of "magic money machine".

As long as you understand that, and if you're still interested in working together...

Here's How To Apply:

Since this is limited to just 12 people, I've created an application process to filter out any tire-kickers or flakes.

So before you apply, **you are agreeing on your word of honor** that you understand and agree this is not a free consult call, not a "chat with Ray" call, and that the purpose of the call (if accepted) is to see if making an investment in this workshop is right for you.

In other words, **you promise me you're not one of the tire-kickers or flakes.** Agreed?

Okay then...

Here's how it works:

1. You'll see the link to the application at the bottom of this letter.
2. The application also allows you to schedule a call with me.
3. If (based on your application) I think we're a good fit, I'll confirm your call time by email.
4. That call will be maybe 30 minutes, and if I think we're a good match, I'll invite you to participate in the workshop.

TIME IS A FACTOR

This opportunity is extremely limited because...

There are only 12 total slots for this group.

And I've sent this letter to my entire database. As of today (I'm writing this letter on July 4th), **there are just FIVE slots left. And this is the ONLY GROUP currently scheduled for 2018.**

So with that said, know that ***the window of opportunity won't be open long.***

If you feel like this is right for you, click the "Apply Now" link below and fill out an application before the remaining spots fill up and you miss out on this opportunity for good.

[CLICK TO APPLY NOW](http://rayedwards.com/bypx)
rayedwards.com/bypx

Thanks for taking the time to read this letter and I look forward to seeing you soon!

Ray Edwards

P.S. You might be thinking, "Hey - if he's only taking 12 people, this has GOT to be expensive. Like \$150,000.00 or something." Makes sense.

But it's nowhere near that. ***It's not even half of that. Heck, it's not even a THIRD of that.***

This will fill fast. IF YOU WANT IN, [CLICK TO APPLY ASAP: rayedwards.com/bypx](http://rayedwards.com/bypx)

*** THIS IS REALLY, REALLY, REALLY IMPORTANT:** *I want to be clear with you about something.* Even though we're doing a lot of work with you and for you, I make ZERO promises

of any income whatsoever. How could I? I have no idea what you will or won't do after the workshop.